

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (currently amended) An offer and acceptance method comprising:

dynamically generating an offer ~~including a dynamically generated price for a product and/or service based on a revenue management policy upon the perishability of the product and/or service, wherein the product and/or service is at least one of a perishable product and/or service and an underutilized product and/or service; and~~

pushing the offer to a customer via a wireless mobile device.
2. (original) The method as in claim 1, further comprising:

receiving a customer request for the offer.
3. (original) The method as in claim 1, wherein generating the offer further comprises:

using an intelligent agent to generate the offer.
4. (original) The method as in claim 1, wherein generating the offer further comprises:

generating an offer package having a plurality of options.
5. (original) The method as in claim 4, wherein generating the plurality of options further comprises:

generating the options based on customer profile.
6. (original) The method as in claim 4, wherein generating the plurality of options further comprises:

generating the options based on customer preferences.

7. (original) The method as in claim 4, wherein generating the plurality of options further comprises:

generating the options based on a predicted behavior of the customer.

8. (original) The method as in claim 4, wherein generating the plurality of options further comprises:

generating the options based on a customer's perceived value.

9. (original) The method as in claim 4, wherein generating the plurality of options further comprises:

taking into consideration no-shows.

10. (previously presented) The method as in claim 1, wherein the generated offer is also based on the real-time location of the customer.

11. (original) The method as in claim 1, wherein the policy is generated using heuristics.

12. (original) The method as in claim 1, wherein the policy is generated using an expert system.

13. (original) The method as in claim 1, wherein the policy is expressed in business rules.

14. Canceled.

15. (previously presented) The method as in claim 1, wherein dynamically generating the offer comprises:

using environmental parameters.

16. (original) The method as in claim 4, further comprising:
- generating a plurality of offer packages, each offer package directed to a target customer/customers.
17. (original) The method as in claim 4, further comprising:
- receiving a customer's selection; and
- updating a customer profile based on the selection.
18. (original) The method as in claim 1, further comprising:
- negotiating the offer with a customer's intelligent agent.
19. (currently amended) An offer and acceptance apparatus comprising:
- means for dynamically generating an offer ~~including a dynamically generated price for a product and/or service based upon the perishability of the product and/or service on a revenue management policy, wherein the product and/or service is at least one of a perishable product and/or service and an underutilized product and/or service;~~ and
- means for pushing the offer to a customer via a wireless mobile device.
20. (original) The apparatus as in claim 19, further comprising:
- means for a customer to request the offer.
21. (original) The apparatus as in claim 19, further comprising means for generating the policy coupled to the offer generating means.
22. (previously presented) The apparatus as in claim 19, wherein the generated offer is also based on the real-time location of the customer.

23. (original) The apparatus as in claim 19 further comprising means to transmit the offer to the customer.

24. (original) The apparatus as in claim 19, further comprising:

means for the customer to negotiate the offer.

25-43. Canceled.

44. (currently amended) A server having one or more programs operational thereon for performing all or a portion of an offer and acceptance method, the method comprising:

dynamically generating an offer ~~including a dynamically generated price for a product and/or service based upon the perishability of the product and/or service on a revenue management policy, wherein the product and/or service is at least one of perishable and underutilized; and~~

pushing the offer to a customer via a wireless handheld device.

45. (previously presented) The server as in claim 44, wherein the method further comprises:

receiving a customer request for the offer.

46. (previously presented) The server as in claim 44, wherein generating the offer further comprises:

using an intelligent agent to generate the offer.

47. (previously presented) The server as in claim 44, wherein generating the offer further comprises:

generating an offer package having a plurality of options.

48. (previously presented) The server as in claim 47, wherein generating the plurality of options further comprises:

generating the options based on customer profile.

49. (previously presented) The server as in claim 47, wherein generating the plurality of options further comprises:

generating the options based on customer preferences.

50. (previously presented) The server as in claim 47, wherein generating the plurality of options further comprises:

generating the options based on a predicted behavior of the customer.

51. (previously presented) The server as in claim 47, wherein generating the plurality of options further comprises:

generating the options based on a customer's perceived value.

52. (previously presented) The server as in claim 47, wherein generating the plurality of options further comprises:

taking into consideration no-shows.

53. (previously presented) The server as in claim 44, wherein the policy is generated using heuristics.

54. (previously presented) The server as in claim 44, wherein the policy is generated using an expert system.

55. (previously presented) The server as in claim 44, wherein the policy is expressed in business rules.

56. (previously presented) The server as in claim 44, wherein dynamically generating

the offer comprises:

using environmental parameters.

57. (previously presented) The server as in claim 47, wherein the method further comprises:

generating a plurality of offer packages, each offer package directed to a target customer/customers.

58. (previously presented) The server as in claim 47, wherein the method further comprises:

receiving a customer's selection; and

updating a customer profile based on the selection.

59. (previously presented) The server as in claim 44, wherein the method further comprises:

negotiating the offer with a customer's intelligent agent.